



News Release



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College Students Discover Downtown Riverside in a Race for Scholarships! *The Amazing College Race: Riverside Edition*

RIVERSIDE, Calif. – The “Race is On” in Downtown Riverside as local college students compete in the College Council of Riverside’s (CCOR) first ever *Amazing College Race: Riverside Edition* on Sunday, January 22, 2012 from 12:00 to 3:00 pm. The Amazing College Race will allow students to experience some of Riverside’s treasures while they interact with students from the city’s four college campuses.

The event will begin and end at the UCR Arts Block. Teams of three will be required to solve clues and ‘check-in’ on Facebook at various key locations in Downtown Riverside. The first team to accrue as many points as possible in the 1 ½ hour period will win. At the end of the race, each member of one winning team will receive a \$500 scholarship.

Riverside is home to over 55,000 college students – a feature that distinguishes the city from others in the region – and one that CCOR hopes to build upon. CCOR, an organization representing students from California Baptist University, La Sierra University, Riverside City College, and UC Riverside, looks to the *Amazing College Race* as a way to foster college student engagement not only at their individual campuses but in citywide events and entertainment options.

“We are delighted to host the Amazing College Race to showcase the many cultural and lifestyle amenities this City has to offer to our university students,” said Mayor Ron Loveridge. “We know that high quality institutions of higher education are only part of the equation for engaging and retaining talent – we are continually developing and showcasing the arts and innovation that make us a city of choice for the youth.”

“The *Amazing College Race* represents a collective effort by local college students to engage their peers on the four campuses in an interactive and fun event in historic Downtown Riverside”, said CCOR member and La Sierra University student Chelsey Salvador. “We are working to enhance Riverside’s image as a ‘College Town’.”

Students can register for the Amazing College Race at www.collegetownriverside.com. Registration is \$20 per team of three and each participant will receive a race t-shirt. Extra points will be given to teams that wear campus gear or dress in costume. Registration ends on January 19, 2012.

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